

Uplegger Food Company GmbH

Strong start into the New Year with powerful media campaigns

Langenhagen, 15.12.2021. Our partner brands Vivera and The Coconut Collaborative have added to their successful 2021 media campaign. In January 2022, Vivera will launch a TV campaign on the high reach channels SAT 1, RTL, Pro Sieben, Vox etc., achieving 100m contacts. This will be reinforced by online and social media bursts on YouTube, Facebook and Instagram. The latest highlight is a TikTok campaign with 10 influencers and a total reach of ten million followers. Many new recipes can also be developed on Feasty and consumers can cook with their favourite influencers.

The Coconut Collaborative continues to be THE love-brand on social media with an incredibly high and loyal community. Here will appear in Q1 2022 video and photo ads with strong visuals and authentic content. The campaign will be supported by major influencer campaigns on Facebook, Instagram and TikTok. These will result in a pull-effect among the fabulous and engaged community. The love-brand works well offline too. An OOH campaign will increase distribution due to a high-impact poster campaign.

And that's not all: Four tasty new products from the Coconut Collaborative in London – a Greek-style yoghurt alternative and 3 desserts: Vanilla Cream, Chocolate Melt in the Middle Peanut Butter Chocolate.

Vivera will offer a completely new innovation: a vegan salmon with a tasty, buttery salmon texture which melts on the tongue and really lives up to its name.

For further information, see www.Uplegger.de/en.

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The [Uplegger Food Company](http://www.Uplegger.de/en) · Innovation. Since 1884. · was founded 130 years ago as a cheese wholesaler. This makes it one of the oldest family businesses in the German food retail. Over the years, the retail landscape changed - sometimes continuously – sometimes disruptively. Today, the Uplegger Food Company stands for the import, distribution, and international marketing of chilled and frozen products. Focussing on the categories dairy, cheese, desserts, convenience food and drinks, the [Uplegger Food Company](http://www.Uplegger.de/en) represents more than 20 well-known product partners from all over Europe and further afield. With a dedicated key account management team in Germany, Austria, Switzerland and the Netherlands, Uplegger Food Company aims for success in existing and future areas of business.

Please find more information at www.uplegger.de/en.